



News Release

SecureRF to Present “RFID in the Pharmaceutical Supply Chain - Security Challenges and Opportunities” at INTERPHEX2007

WESTPORT, CT, March 29, 2007 – Louis Parks, founder and CEO of SecureRF Corporation will give a presentation titled “RFID in the Pharmaceutical Supply Chain - Security Challenges and Opportunities” on Wednesday, April 25th, 2007 from 3:15 PM to 4:15 PM at INTERPHEX2007 at the Jacob K. Javits Convention Center in New York City. In this session, he will detail security and privacy issues in deploying Radio Frequency Identification (RFID) and the validity of these concerns. Various current and proposed solutions including authentication and data protection methods, and advice on how to select the right security level for a pharmaceutical RFID application will be presented.

“With the increase in counterfeiting and diverted drugs, along with new pedigree requirements, many pharmaceutical manufacturers and distributors are looking to RFID as a solution for protecting, authenticating and tracking their products,” said Louis Parks. “But without an understanding of the security challenges of using RFID solutions, they are leaving themselves open to new risks. A lack of good security will allow anyone, with moderate technical expertise, to track the tag and connected asset and even capture the data on the tag.”

Unsecured RFID tags are vulnerable to a variety of threats including:

- Cloning of the tag and copying of the data, a technique used during counterfeiting.
- Skimming, or interrogation of the tag by a rogue reader, which can be used to identify high value items for theft or divergence.
- Data tampering, the changing of data on a tag to match an altered label or shipping documentation.
- Eavesdropping, the interception of legitimate communication between an authorized reader and tag, can be used to identify high value drugs. Eavesdropping also enables the identification of patient transactions and this lack of patient privacy is a concern under HIPAA.

“Anyone interested in using RFID as part of the pharmaceutical supply chain, including representatives from logistics, IT and packaging, should be asking about the security functions provided on their RFID tags,” added Parks.

Louis Parks is the CEO and co-founder of SecureRF Corporation, a company providing security solutions to the RFID marketplace. SecureRF’s products include the LIME Tag™ with Onboard Security™ and cold chain management features. This battery-assisted passive tag uses SecureRF’s breakthrough in security technology that authenticates and encrypts data communications on the tag itself - an industry first. It is an item-level solution that will help pharmaceutical manufacturers and other cold chain distributors provide a secure, tamper-proof record that will prove the package is authentic, and ensure privacy by allowing only authorized readers access to sensitive information.

About SecureRF

SecureRF Corporation provides secure radio frequency identification (RFID) solutions for high value asset tracking, monitoring and anti-counterfeiting applications in the pharmaceutical, defense and homeland security sectors. The company's technology, based on a breakthrough in cryptography that is lightweight yet highly secure, provides authentication and data protection security for passive, semi-active and active RFID tags that meet both EPCglobal and ISO standards. SecureRF solutions provide additional features for cold chain management and can also be licensed as a software toolkit, a core, or a chip, addressing a wide range of applications and environments. SecureRF is a member of EPCglobal and AIM Global. More information about SecureRF can be found on its Web site at www.SecureRF.com.

About INTERPHEX2007

INTERPHEX2007, is the world's largest and most comprehensive pharmaceutical conference and exhibition. It is presented by Reed Exhibitions and sponsored by ISPE, the international society for pharmaceutical engineering, and Pharmaceutical Processing magazine. The application-oriented INTERPHEX2007 conference program will offer over 100 separate educational sessions to help pharmaceutical and biotech professionals develop critical skills to increase on-the-job performance. Approximately 1000 leading global companies serving pharmaceutical and biotechnical industries will showcase the latest lines of equipment, technologies and services. Brand new to INTERPHEX this year is a one-day RFID Master Class, presented by the International RFID Business Association in collaboration with RFID Technical Institute and a three-day CAP Review course, hosted by ISA, in which participants can earn 2.1 CEU credits. For more information and to register for INTERPHEX2007, which will be held from April 24-26, log onto www.interphex.com.

###